# The Social Media

## Topics

Lesson 1 – Social Media

- Social Media and Networking
  - Definitions, differences
  - Statistics, Use
- Social Media and Research
  - Search Tools
- Social Networks and Research
- Legal Issues
- Social Media Policy and Guidelines

Lesson 2 – Finding People



## Objective

Describe the benefits of searching the social media and the associated risks

# Lesson 1

## Social Media

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# What is Social Media?

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## Social Media

"a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content"

www.merriam-webster.com/dictionary/social%20media

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## What is Social Networking?

According to Wikipedia…

- "Online service, platform, or site that focuses on the building of social networks or social relations among people (may share interests and/or activities)
- Consists of a representation of each user (often a profile), his/her social links, and a variety of additional services
- Predominantly web-based and provide means for users to interact over the Internet, such as email and instant messaging
- Online community services and social network service
  - Broader sense, social network service usually is an individual-centered service whereas online community services are group-centered
- Allow users to share ideas, activities, events, and interests within their individual networks."

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## What is the Difference Between Social Media and Social Networking?

**Social Media vs Social Networking**

- **Social media:** use of web-based television, radio, news, etc. as an interactive communication dialogue. (Wikis, podcasts, social bookmarking, YouTube)
- **Social networking: connect with other people who have a common interest**, e.g., hobbies, similar work, or other interests. (Twitter, LinkedIn, FaceBook)http://www.compukol.com/blog/social-media-vs-social-networking/

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## Social Media Universe

### The Conversation Prism version 1.0

Image created by Brian Solis and JESS3. Debut 2008.

http://www.briansolis.com/2008/08/introducing-conversation-prism/

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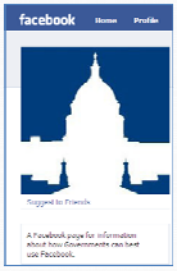
## Who Uses Social Media?

- Department of Defense (DoD)
- Government (Federal, State, Local)
- Public
- International agencies and citizens



## Social Media and Governments

- Allow or disallow freedom of expression and access to networks
- Censorship
- Surveillance mechanism
- Intelligence mechanism
- Terrorism mechanism
- Opportunities for cyber crime




www.facebook.com/government

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## Social Media and the DoD

- Vital tool of communication
- Struggle to maintain Operational Security
- Used for counter media, psychological and special operations and warfare, information gathering and counter intelligence
- Learned to proactively leverage this new "environment" to achieve organizational goals

Introduction to the 5th Annual Social Media for Defense Summit sponsored by the Institute for Defense and Government Advancement (IDGA).
www.idgasocialmedia.com/Event.aspx?id=659400

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## Social Networking Statistics

- According to comScore, Inc.,
  - "Accounted for nearly 1 in every 5 minutes spent online globally in Oct. 2011
  - Ranked as **the most engaging online activity worldwide**
  - Sites reached 82% of world's Internet population age 15+ that accessed Internet from a home or work computer (**1.2 billion users worldwide**)
- Facebook (Oct. 2011) reached 55% of the world's global audience
  - Accounted for 1 in every 7 minutes spent online worldwide
  - Accounted for 3 in every 4 social networking minutes worldwide
- Microblogging (October 2011)
  - Twitter reached 1 in 10 Internet users worldwide; grew 59%
  - Chinese, Sina Weibo, ranked 10th largest social network; grew 181%
  - Tumblr, ranked 12th worldwide; grew 72%

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## Social Networking Statistics

- All age groups (October 2011)
  - Age 15-24 most highly-engaged segment; average 8 hours per visitor
  - Age 55+ fastest-growing age segment; usage increased 10% July 2010 to October 2011
- Mobile devices contributing to social addiction
  - U.S., 2 in 5 accessed social networking sites on their mobile device nearly every day
  - EU5, nearly 1 in 4 accessed social networking sites on their mobile device nearly every day

http://www.egsustainability.com

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# Social Media and Research

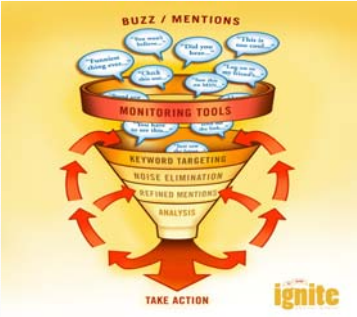


## Social Media Research

- Why search the Social Media?
  - Military Intelligence
  - Law Enforcement
    - Finding Missing Persons
    - Finding Criminals
  - Business Intelligence
    - Biographical Information
    - Product Information
    - Industry Information
    - Customer Information



## Social Media Monitoring Funnel



## Social Media/Search Tools

- **Kurrently:** www.kurrently.com
- **Whos Talkin:** www.whostalkin.com

**Video:** http://www.whostalkin.com/blog/news/new-whostalkincom-video-demo/

- **Samepoint:** www.samepoint.com

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## Social Media/Social News Aggregators

- **Addict-o-matic:** http://addictomatic.com
- Digg: www.digg.com
- **News Now.co.uk:** www.newsnow.co.uk
- **Reddit:** www.reddit.com
- Reuters's Social Pulse: www.reuters.com/social
- **Silobreaker:** www.silobreaker.com
- StumbleUpon: www.stumbleupon.com

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## Social Media/Temporal Analytics

- PasteBin: www.pastebin.com
- **Recorded Future:** www.recordedfuture.com
- **social mention:** www.socialmention.com

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## Social Networking Need-to-Knows

According to a December 2011 report of ComScore, the top ten need-to-knows about social networking are:

1. Most popular online activity worldwide
2. Behavior both transcends and reflects regional differences around the world
3. Importance of Facebook cannot be overstated
4. Microblogging has emerged as a disruptive new force in social networking
5. Local social networks are making inroads globally

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## Social Networking Need-to-Knows

6. Not just young people using social networking anymore – it's everyone
7. 'Digital natives' suggest communications are going social
8. Leads in online display advertising in the U.S., but lags in share of dollars
9. Next disrupters have yet to be decided
10. Mobile devices are fueling the social addiction

The report is available at www.comscore.com/Press_Events/Presentations_Whitepapers/2011/it_is_a_social_world_top_10_need-to-knows_about_social_networking

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## Social Networks and Research

- Why Search it?
  - Business Intelligence
    - Brand name tracker
    - Expand network of Professional Interest Groups and Individuals
    - Find out about a particular company, competitors, market share
    - Track company and industry employment trends and technology
    - Track experts
    - Search Tools:
      for Twitter – **TweetDeck**: www.tweetdeck.com; **HootSuite:** www.hootsuite
      for LinkedIn, Facebook - **http://itools.com/**
      for conferences – **http://twubs.com**, hashtags in: Twitter, Bing

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## TweetDeck

## HootSuite

- Video: **HootSuite Beginners Tutorial** http://www.youtube.com/watch?v=t9vsoPfgXsc&feature=related
- Difference between TweetDeck and HootSuite video

http://keithbloemendaal.me/hootsuite-vs-tweetdeck-2011



## Social Networking Search Tools

- Follower Wonk: http://followerwonk.com/—analyze followers on Twitter
- Facebook Search—the internal search
- Twitter Advanced Search Tool—can search the entire Twittersphere for keywords, people and places
- Tweetmeme: http://tweetmeme.com/ - great for finding what's trending on Twitter

## Social Networking Sites

- Organizations such as alumni, military, etc. have social networking sites.
- Facebook: www.facebook.com
- **Google+: https://plus.google.com/**
- www.youtube.com/watch?v=A3Atj57r15U&feature=player_embedded
- **LiveJournal: www.livejournal.com**
- **Meetup: www.meetup.com**
- MySpace: www.myspace.com

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## Social Networking Sites

- Tumblr: www.tumblr.com
- **Twitter: www.twitter.com**
- **U.S. Army on Twitter: http://twitter.com/usarmy**
- U.S. Army CGSC on Twitter: http://twitter.com/USACGSC
- **YouTube: www.youtube.com**

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## Professional Networking Sites

- Intelink (U.S. Government computer system – personnel and contractors): www.intelink.gov
- **LinkedIn: www.linkedin.com**
- **ZoomInfo: www.zoominfo.com**

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## Human Resources Sites to Track Companies, People, and Jobs

- **Indeed.com:** www.indeed.com/
- **Simplyhired.com**: www.simplyhired.com/
- **Glassdoor.com:** www.glassdoor.com/Salaries/index.htm
- **Recruiter:** www.recruiter.com

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## Social Networking – Odds 'n Ends

- Wikipedia's list of social networking sites is available at http://en.wikipedia.org/wiki/List_of_social_networking_websites

**The CIA and Twitter**

- AP Exclusive: CIA Following Twitter, Facebook: http://news.yahoo.com/ap-exclusive-cia-following-twitter-facebook-081055316.html

cbsnews.com

- CIA Open Source Center Follows Foreign Twitter, Facebook Accounts: http://www.huffingtonpost.com/2011/11/04/cia-open-source-center_n_1075827.html

**News organizations are using Twitter**

- How Mainstream Media Outlets Use Twitter: http://www.journalism.org/print/27311

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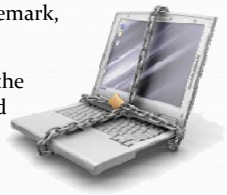
## Intellectual Property

- Protect intellectual property
- Avoid infringements, such as plagiarism, copyright, trademark, trade secrets, etc.
- Be aware of the policies of the websites - transparency and data collection and sharing



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## Social Media Issues in the News

- Privacy and publicity laws and businesses
- Publicity rights
- Social networking accounts – who is the owner?
- Social media – data collection and sharing
- Social media and free speech

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## Social Media Policy Guidelines

- ACAS's home page on social networking: www.acas.org.uk/index.aspx?articleid=3375
- BBC's News: Social Media guidance: http://news.bbc.co.uk/2/shared/bsp/hi/pdfs/14_07_11_news_social_media_guidance.pdf
- BT's Social Media Guidelines: http://richarddennison.wordpress.com/bts-social-media-guidelines/
- CIPR's Social Media Best Practice Guide: www.cipr.co.uk/sites/default/files/CIPR_social_media%20_best%20_practice%20_guidance%20_2011_1.pdf
- Gartner's Public Web Participation Guidelines: http://blogs.gartner.com/?page_id=69
- IBM's Social Computing Guidelines: www.ibm.com/blogs/zz/en/guidelines.html

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## Social Media Policy Guidelines

- **Intel's Social Media Guidelines:** www.intel.com/sites/sitewide/en_SA/social-media.htm
- International Olympic Committee's IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the London 2012 Olympic Games: www.olympic.org/Documents/Games_London_2012/IOC_Social_Media_Blogging_and_Internet_Guidelines-London.pdf
- Template Twitter Strategy for Government Departments: www.scribd.com/doc/17313280/Template-Twitter-Strategy-for-Government-Departments
- U.S. Coast Guard's Social Media Guidelines: www.uscg.mil/ANNOUNCEMENTS/alcoast/ALCOAST45708.txt
- U.S. Marine Corps' Social Media Guidelines: http://marines.dodlive.mil/files/2011/08/Marines-Social-Media-Handbook.pdf
- Walmart's Social Media Guidelines: http://walmartstores.com/9179.aspx

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## Lesson 2

### Finding People

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## Finding People

- Search Options: name, address, public record, telephone number, email
- Free vs Fee versions
- Reliability
- Is this really the right person?
- Is this really the right address?
- Facebook, LinkedIn

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## Finding People

These sites may also include businesses and reverse telephone number lookups.

- **411.com: www.411.com**
- Addresses.com: www.addresses.com
- AnyWho: www.anywho.com
- **Free Public Record Sites: www.publicrecordsources.com/**
- Google: www.google.com
- Infobel: www.infobel.com

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## Finding People

- **Intelius: www.intelius.com**
- International White and Yellow Pages: www.wayp.com
- **Itools: http://itools.com/search/people-search**
- NameBase: www.namebase.org
- Pandia People: http://pandia.com/people/
- PeopleFinders: www.peoplefinders.com
- **Pipl: www.pipl.com**

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## Finding People

- SearchSystems.net: http://publicrecords.searchsystems.net/
- **Spokeo: www.spokeo.com**
- Superpages: http://superpages.com
- **Switchboard: www.switchboard.com**
- U.S. Immigration and Customs Enforcement, Online Detainee Locator System: https://locator.ice.gov/odls/homePage.do
- Yahoo!: http://people.yahoo.com
- ZabaSearch: www.zabasearch.com

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